

MONOGRAM
PICTURES
presents

Movita and John Carroll

Rose of the RIO GRANDE

WITH
ANTONIO MORENO
DON ALVARADO
DUNCAN RENALDO

Directed by **WILLIAM NIGH**



"ROSE OF THE RIO GRANDE" EXCITING ROMANTIC DRAMA

(Review)

The era when Mexico was a land terrorized by rebel bands forms the dramatic background of Monogram's winning film "Rose of The Rio Grande," which opened yesterday at the theatre. Handsome John Carroll co-stars with Movita in this picturesque re-release drama, which is "tops" in tense adventure, warm romance and colorful music with a Latin tinge.

Carroll is seen as a young aristocrat who returns to Mexico to find his parents murdered and lands ruined. He swears revenge, and under the name of "El Gato" forms a band of fearless aristocrats to help him. The men go after the rebels, and kill one of their generals. When Carroll learns that Movita, also an aristocrat, is at the brigand's headquarters with her family jewels, he goes to her rescue by posing as the slain general. Movita faces death when revealed as an aristocrat, but she is saved by Carroll after he kills the rebel chieftain who murdered his parents.

John Carroll puts into his role plenty of that dash and appeal which have made him so popular today. Movita captivates as the girl who "falls for" Carroll and is saved by him from the renegades. Antonio Moreno is good as the unscrupulous rebel chieftain who is killed in a duel with "El Gato." Don Alvarado, Lina Basquette, George Cleveland, Duncan Renaldo, Gino Corrado, Martin Garralaga and Rose Turich all give creditable supporting performances.

Three songs add a tuneful touch to "Rose of the Rio Grande." Director William Nigh has kept the action moving at a swift pace, and production by Scott R. Dunlap is excellent. Hugo Reisenfeld was the musical director, and Johnston McCulley's original story was adapted for the screen by Ralph Bettinson.

WAR DECORATION

Actor John Carroll received the Foreign Legion of Merit for his war services as an American officer with the French Liaison in Italy during World War II. Carroll is co-starred with Movita in Monogram's hit reissue, "Rose of the Rio Grande," due at the theatre.

ONE OF 11

Actress Movita comes from a family of 11 children. She has eight sisters and two brothers, and is the only one currently seen on the screen. Movita co-stars with John Carroll in Monogram's reissue hit, "Rose of the Rio Grande," due at the theatre.

"ROUND THE WORLD

As a seaman and soldier, actor John Carroll has traveled to all parts of the globe. When he worked on a freighter as a youth, he visited Singapore, China, Guatemala, Russia, Germany, France and England. During World War II Carroll was an officer in the Air Corps, and fought in Africa and Italy. Now he is to be seen as co-star with Movita in the re-issue of the romantic Monogram outdoor film, "Rose of The Rio Grande," currently at the

John Carroll Sings in Film

John Carroll, who has sung in Paris, London, Berlin, Vienna, Rome and Budapest, is heard in Monogram's reissue outdoor drama, "Rose of the Rio Grande," now at the theatre. Carroll sings "Ride, Amigos, Ride" and "What Care I," while he does the romantic ballad, "Song of the Rose," with his co-star Movita. The trio of songs were written by Eddie Cherkose, with music by Charlie Rosoff.

JOHN CARROLL



S-2

Handsome John Carroll co-stars with Movita in "Rose of The Rio Grande," Monogram's reissue adventure drama coming to the theatre.

One Col. Scene Mat No. S-2

NOMAD JOHN CARROLL ENDS TRAVELS FOR HOLLYWOOD

The Hollywood Chamber of Commerce has uttered high praise of the movie city, and has spoken of it as a sure cure for the wanderlust. Actor John Carroll found it just that, after years of globe trotting and sailing the seven seas. Now he's building a swanky home in the Hollywood environs, and expects to remain in the cinema capital permanently.

John first got the urge to go places when he was only ten years old. He ran away from his New Orleans home, and wound up in Houston, Texas. "I was hungry for adventure early in life," says Carroll, who co-stars with Movita in Monogram's film reissue, "Rose of the Rio Grande," now at the theatre. "Maybe it's because I'm supposed to be a descendant of that famous sea rover, Jean LaFitte."

In Houston John sold newspapers, riveted steel and then loaded packages aboard a tramp steamer, until the Texas Rangers informed him that he was working for gun runners. After this episode Carroll signed aboard a freighter for two years, and visited distant ports. A brief hiatus in a Houston department store was too tame for the husky youth, and he went to sea again. This was followed by exciting days as an automobile race driver in Chicago.

Later, after he was encouraged to sing by a voice coach, Carroll

went abroad to study voice. He eventually achieved great success vocally, and sang in many European capitals. When Carroll felt he was ready for motion pictures, he went to Hollywood, and promptly landed a role in "Hi Gaucho." The tall actor soon became a favorite as a leading man in films. When World War II broke out, Carroll took to traveling again as an officer in the Air Corps. Stationed at various points in the United States, he then went overseas and saw action in Africa and Italy.

But now those traveling days are over for John Carroll, and he's going to settle down right near his film work.

The cast supporting Carroll and Movita in "Rose of the Rio Grande" includes Antonio Moreno, Don Alvarado, Martin Garralaga and Lina Basquette. William Nigh directed for producer Scott R. Dunlap.

VERSATILE ACTOR

If John Carroll ever decides to give up acting, he shouldn't have too much difficulty in finding another trade or profession. Previous to his film career Carroll was a riveter, seaman, porter, auto race driver, deep sea diver, orchestra entertainer, taxicab driver, ship's cook, steeplejack, cowboy and singer. The handsome actor is co-starred with Movita in the Monogram re-release, "Rose of The Rio Grande," due at the..... theatre.

TRUE TO TYPE

Descendant of one of Mexico's oldest families, with ancestors traced to Cortez, Movita portrays the daughter of a Spanish aristocrat in Mexico in Monogram's "Rose of The Rio Grande," due at the theatre. John Carroll co-stars in the film re-issue, directed by William Nigh for producer Scott R. Dunlap.

Exploitation

VIVACIOUS ACTRESS ALMOST NAZI BLITZKRIEG VICTIM

"Movita Believed Killed in Bombing," headlined the newspapers in 1941, following a terrific German plane raid over London. The Latin-American actress has been visiting a nurse friend when the building in which they were billeted was bombed. Fortunately, at the hospital it was disclosed that Movita had suffered only a minor shake-up, and she was free to continue on a journey to a nearby town. However, she failed to get in touch with her close friends, and that is where the trouble started.

"The phone wires were down, and transportation was at a standstill," relates Movita, co-starred with John Carroll in Monogram's "Rose of the Rio Grande," now at the theatre. "It was difficult to know where anybody was, or to reach anyone. When my friends didn't see me for a couple of days, they went to the building where I had previously told them I would be. All they saw there was rubble. Every apartment house and office in the block had been hit. They didn't find me or hear from me, and thought I had been killed and buried in the ruins. It was strange to read my own obituary in the papers."

When Movita heard about her reported death, she hastened to get in touch with her friends, and clear up the mystery of her disappearance. While living in England and France during the war, she had several other narrow escapes.

Movita had gone overseas in 1939, following her appearance in Monogram's "Girl From Rio," but the war broke out and she was stranded in Europe until peace was declared. During her visit she made some English pictures, and toured for the E. N. S. A., the English version of the American USO, singing and dancing in light operettas for the Allied troops in many sectors of the European war theatre.

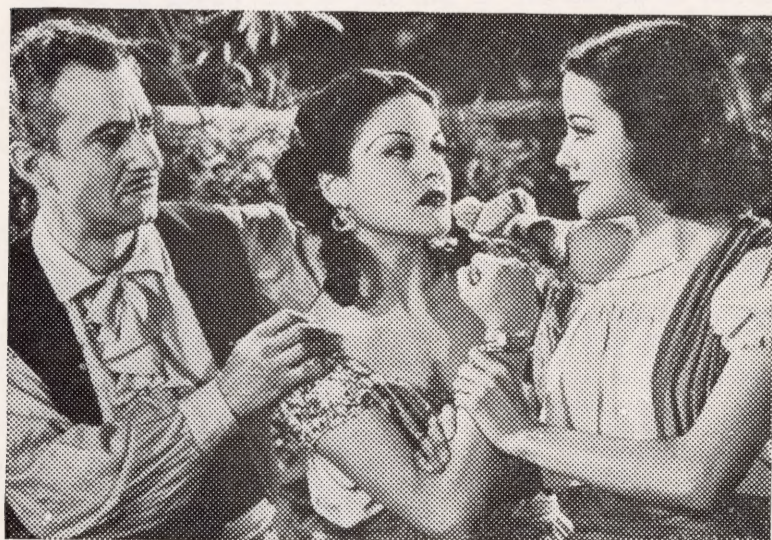
But now she's back in America to continue her career.

Antonio Moreno, Don Alvarado, Lina Basquette and George Cleveland are among the supporting players in "Rose of the Rio Grande." William Nigh was the director, and Scott R. Dunlap the producer. "Rose of the Rio Grande" is a Monogram reissue.

THE CAST

Rosita MOVITA
 El Gato .. JOHN CARROLL
 Lugo .. ANTONIO MORENO
 Don Jose, DON ALVARADO
 Anita .. LINA BASQUETTE
 Pedro
 GEORGE CLEVELAND
 Sebastian
 DUNCAN RENALDO
 Castro .. GINO CORRADO
 Luis, MARTIN GARRALAGA
 Maria ROSE TURICH

TEMPERAMENTAL SENORITAS



Martin Garralaga tries to calm excitable Movita and Lina Basquette in Monogram's "Rose of The Rio Grande," now at the theatre. John Carroll co-stars with Movita in the reissue drama.
 Two Column Scene Mat No. S-20

John Carroll Due In Adventure Film

(Advance)

When a young Mexican aristocrat returns from abroad to find his parents slain and his lands despoiled, he schemes to gain revenge on the brigands in Monogram's "Rose of the Rio Grande," due at the theatre.

John Carroll and Movita co-star in the re-release in the romantic drama, which takes place a century ago, when the land below the border was terrorized by peon bandits. Carroll is the young man who comes home from Spain to discover his parents dead and his property ruined. He forms a band of courageous aristocrats, and under the name of "El Gato" swears to gain vengeance. His men save a lad, who reveals that his sister Movita is on the way to the border with the family jewels. "El Gato," posing as a rebel general whom his gang had already slain, invades the lair of a rebel chieftain, where Movita pretends she is an entertainer. When the chieftain's girl friend reveals that Movita is really an aristocrat, and the rebel leader mentions that he killed Carroll's parents, the plot thickens. How the girl is saved and the murder avenged promises many exciting moments.

Antonio Moreno, Don Alvarado, Lina Basquette, George Cleveland, Duncan Renaldo, Gino Corrado, Martin Garralaga and Rose Turich are in the cast of "Rose of the Rio Grande," supporting Movita and Carroll. William Nigh was the director of the Scott R. Dunlap production, and the original story by Johnston McCulley was adapted for the screen by Ralph Bettinson.

THE STORY

(Not for Publication)

Don Ramon de Peralta returns from Spain to find his Mexican lands despoiled and his parents murdered, and swears revenge. Under the name of El Gato he forms a band of courageous aristocrats. They save Luis, who informs them that his sister Rosita is on the way to the border with the family jewels. At Quedabra rebel chieftain Lugo is attracted by Rosita, who pretends she is an entertainer. This arouses his girlfriend Anita, who suspects Rosita to be an aristocrat. El Gato, posing as the general of the Rebel Army whom his men have killed, goes to Quedabra to rescue Rosita. Lugo entertains the supposed "General" in the home of the Peraltas, where El Gato saves Rosita from Lugo's advances. Anita finds Rosita's jewels, and betrays her to Lugo. As the general, El Gato takes command and sentences Rosita to death. His aide Pedro takes the girl to El Gato's stronghold, where the men wait to storm the town. When Lugo boasts that he murdered the Peraltas, El Gato reveals his real identity, and kills the bandit in a duel. El Gato's men ride to victory, and the rightful rulers take over. When Rosita learns of El Gato's true character, she confesses her love for him.

CREDITS

Produced by
 SCOTT R. DUNLAP
 Assistant Producer
 DOROTHY REID
 Directed by
 WILLIAM NIGH
 Production Manager
 GEORGE E. KANN
 Photographed by
 GIL WARRENTON
 Assistant Director
 W. B. EASON
 Musical Direction
 HUGO REISENFELD
 Sound Technician
 W. B. SMITH
 Original Story by
 JOHNSTON McCULLEY
 Screenplay by
 RALPH BETTINSON

"ROSE OF THE RIO GRANDE"



S-21

John Carroll scorns co-star Movita's threat of violence in Monogram's re-release film, "Rose of The Rio Grande," due at the theatre.

Two Column Scene Mat No. S-21

JOHN CARROLL, MOVITA IN "ROSE OF THE RIO GRANDE"

(Review)

A stalwart performance by John Carroll in Monogram's "Rose of The Rio Grande," which opened yesterday at the theatre, gives the film much of its dramatic appeal. His efforts are matched by co-star Movita, whose Latin beauty enhances the romantic background of the adventure drama.

Some 100 years ago, according to the screen story, rebel bands roamed over Mexico, creating havoc and destruction. Aristocrats were singled out and violence committed. Carroll, as a member of a wealthy family, returns from Spain and learns that his mother and father have been killed, and precious lands despoiled. Revenge is his determination, and he accomplishes his mission by organizing a band of aristocrats. Posing as "El Gato," he routs the rebels, kills the murderer of his parents, and saves a beautiful girl from death.

Besides turning in a two-fisted performance as the courageous aristocrat, Carroll also sings "Ride, Amigos, Ride" and "What Care I," and joins Movita in "Song of The Rose." The trio of songs by Eddie Cherkose and Charlie Rosoff are colorful and appealing. Movita makes the most of her role in a winning manner. Antonio Moreno is fine as the arch-villain who finally gets his just desserts. Don Alvarado is good, as is Lina Basquette as the jealous girl who almost sends Movita to her death. Other top performances are turned in by George Cleveland, Duncan Renaldo, Gino Corrado and Martin Garralaga.

William Nigh's capable direction adds to the interest of "Rose of the Rio Grande," and Scott R. Dunlap has contributed an excellent production. The original story by Johnston McCulley was adapted by Ralph Bettinson, and Hugo Reisenfeld was the musical director. The film, a Monogram re-release, never lags in interest.

TALL AND SHORT

When actor John Carroll has to caress his leading lady, he has to stoop, and she stands as high as possible on her toes. This situation was further complicated during the romantic scenes for Monogram's reissue drama, "Rose of the Rio Grande," when the six-foot, four-inch actor had as his leading lady Movita, who was a mere twelve inches shorter. The Scott R. Dunlap production comes to the theatre next

Carroll, Movita in Adventure Drama

As the leader of a band of courageous aristocrats, John Carroll fights to find the murderers of his parents and save Mexican lands from brigands in Monogram's "Rose of the Rio Grande," due at the theatre. Movita, the Latin beauty, is co-starred with Carroll in the dramatic outdoor film.

A host of old-time screen favorites, including Antonio Moreno, Don Alvarado, Lina Basquette, George Cleveland, Duncan Renaldo, Gino Corrado, Martin Garralaga and Rose Turich, have supporting roles in the Scott R. Dunlap production. William Nigh directed the original story by Johnston McCulley, adapted for the screen by Ralph Bettinson. Hugo Reisenfeld was the musical director of the adventure film, which features three songs. "Rose of the Rio Grande" is a Monogram re-release.

MOVITA



S-3

Vivacious Movita co-stars with tall and handsome John Carroll in Monogram's exciting film, "Rose of The Rio Grande," now in re-release at the theatre.
 One Col. Scene Mat No. S-3

Advertising

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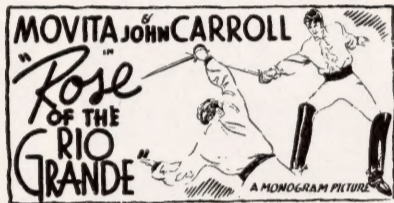


What girl wouldn't change places with this senorita who was captive of a dashing bandit lover!

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MOVITA and JOHN CARROLL



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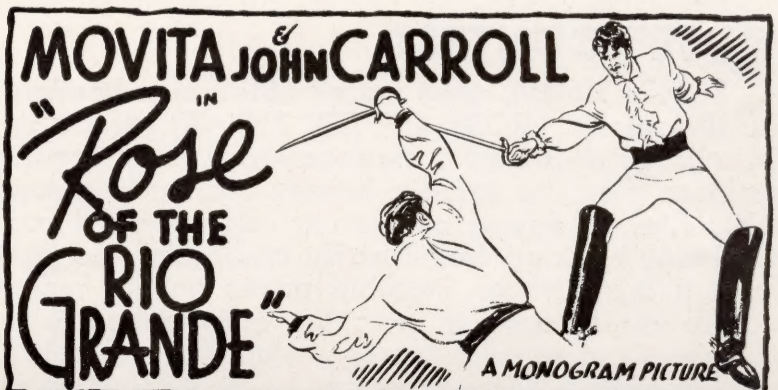
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MOVITA and JOHN CARROLL RECKLESS IN LOVE AND BATTLE!

"ROSE of the Rio Grande"

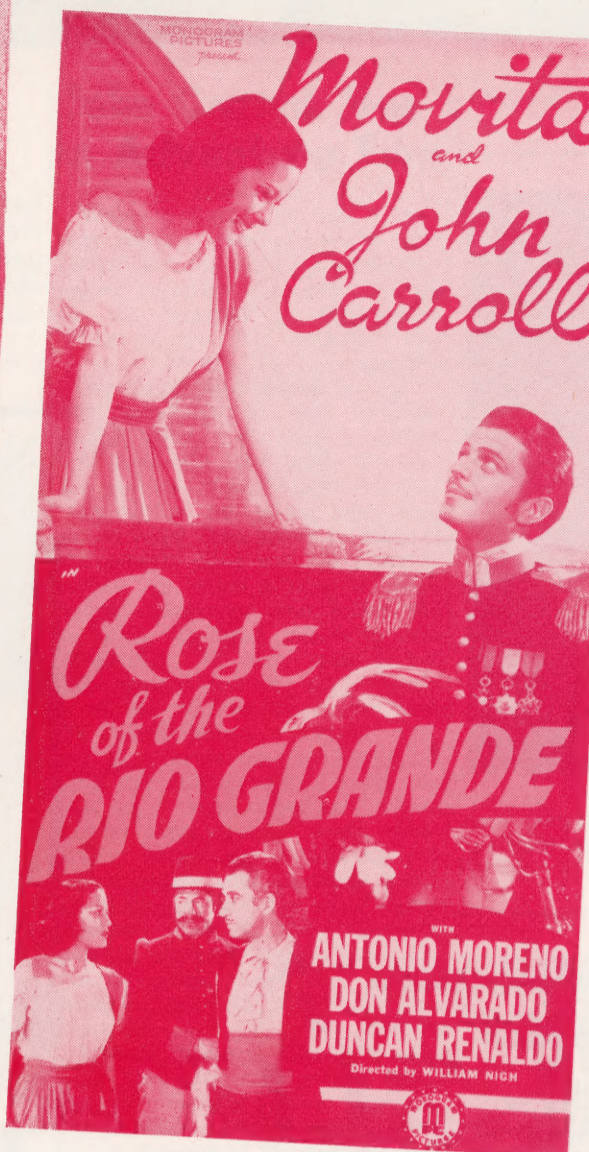


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Make a tie-up with your leading florist to help promote both his business and your showing of "ROSE OF THE RIO GRANDE." You are to provide small cards to be attached to roses supplied by him to be given away on the streets, particularly to women. Cards to read: "Thrill to the swashbuckling romancing of John Carroll in 'ROSE OF THE RIO GRANDE' at the Rialto Theatre and remember your loved ones with roses from Hollywood Florist." Or card might say: "This rose given you with the compliments of Hollywood's romantic star, John Carroll, and the Beverly Florists. See John Carroll in his greatest role as a hot blooded adventurer and a reckless lover in 'ROSE OF THE RIO GRANDE' now playing at the Temple Theatre."

"ROSE" CONTEST

Lovely Movita, once feared killed in a London blitz, plays the tile role in "ROSE OF THE RIO GRANDE," opposite John Carroll. Persuade your newspaper, a civic organization or a business group to stage a beauty contest to choose the "Rose of Blanktown." Beauty contests are always good and you should be able to work up considerable additional free publicity space through this device. Promote prizes among merchants. One way to get the most in merchant co-operation is to have each store involved select a beauty, either among their employes or by vote of their customers with the final selection of the queen being made by outstanding personalities in your city. Give co-operating merchants a lobby display or screen credit.

JOHN CARROLL FAN CLUB

No doubt there is a well organized John Carroll fan club in your city. Be sure to contact by mail the members of that club. Very likely you will be able to have a special John Carroll fan club night during the running of "ROSE OF THE RIO GRANDE."

RIO GRANDE HISTORY CONTEST

The history of the Rio Grande is packed with thrilling adventure. Arrange with history teachers in your public schools to conduct a Rio Grande essay contest. Provide a cash prize for the outstanding essay and tickets for runners-up.

SELL "LAND OF REVOLT"

"ROSE OF THE RIO GRANDE" delves into the terrorizing of Mexico by peon bandit bands. Use that angle in your promotion of the picture. Use catch lines like these: "John Carroll outwits the 'Pancho Villa' of the screen in 'ROSE OF THE RIO GRANDE.'" Get from your newspaper editor pictures of Pancho Villa and scenes of the Mexican Revolution and use these in a 40" x 60" display in your lobby. Use a line above the photos reading: "Authentic pictures of Pancho Villa's reign of terror in Mexico." Underneath say: "See Mexico's fight against revolution and thrill to the romantic adventures of John Carroll in 'ROSE OF THE RIO GRANDE' at this theatre."

(Printed in U. S. A.)

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with support from Matthew and Natalie Bernstein.**



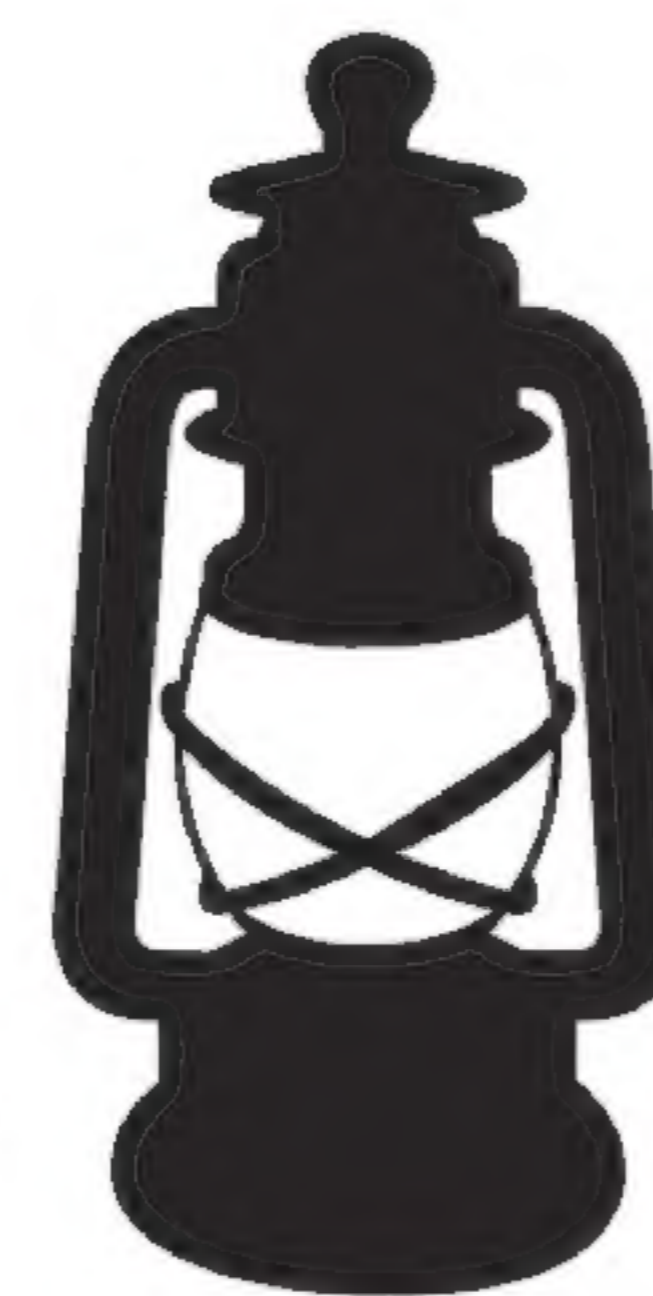
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